

## ORDER



## Orders

Order / Rev: 168419  
 Alt Order #: 06360271  
 Product Desc: CROSSROADS GPS  
 Estimate: 1078  
 Flight Dates: 10/16/12 - 10/22/12  
 Original Date / Rev: 10/01/12 / 10/01/12  
 Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten  
 Sales Office: HDC  
 Sales Region: NAT

## Agency

Name: Crossroads Media  
 Buying Contact: Noelle Ramsey  
 Billing Contact:  
 66 Canal Center Plaza  
 Alexandria, VA 22314

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: Issue/Crossroads GPS  
 Demographic: A35+  
 Product Codes: PL Issue  
 Priority: P-1  
 Revenue Codes: AGY, POL, ISS

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	15	\$17,500.00	\$14,875.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$17,500.00	\$14,875.00	0.00
Totals	15	\$17,500.00	\$14,875.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	6%	\$17,500.00
Market	100%	\$291,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,916.67
WCGV	0%	\$0.00
WISN	50%	\$145,833.33
WITI	22%	\$64,166.67
WMLW-	2%	\$5,833.33
WPXE	0%	\$0.00
WTMJ	18%	\$52,500.00
WVTV	1%	\$2,916.67
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/19/12	10/19/12	Letterman 1035p-1135p	CM	1035p-1135p	----1--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
Letterman 1035p-1135p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----1--		1		\$400.00		0.00					
E 2	WDJT	10/19/12	10/19/12	Wheel of Fortune 630p-7p	CM	M-F 630p-7p	----1--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
630p-7p/Wheel															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----1--		1		\$1,500.00		0.00					

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 Product Desc: CROSSROADS GPS  
 Estimate: 1078

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/22/12	10/22/12	M-F Late News M-F Late News	CM	10p-1035p 1-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----				1	\$1,600.00		0.00			
E 4	WDJT	10/22/12	10/22/12	Letterman 1035p-1135p Letterman 1035p-1135p (10:35 PM-11:37 PM)	CM	1035p-1135p 1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----				1	\$400.00		0.00			
E 5	WDJT	10/22/12	10/22/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----				1	\$1,500.00		0.00			
E 6	WDJT	10/21/12	10/21/12	Sun Late News Sun Late News	CM	10p-1035p -----1	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1				1	\$1,600.00		0.00			
E 7	WDJT	10/18/12	10/18/12	M-F Late News M-F Late News	CM	10p-1035p ---1---	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---				1	\$1,600.00		0.00			
E 8	WDJT	10/18/12	10/18/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p ---1---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---				1	\$400.00		0.00			
E 9	WDJT	10/18/12	10/18/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ---1---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---				1	\$1,500.00		0.00			
E 10	WDJT	10/16/12	10/16/12	M-F Late News M-F Late News	CM	10p-1035p -1-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----				1	\$1,600.00		0.00			
E 11	WDJT	10/16/12	10/16/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p -1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----				1	\$400.00		0.00			
E 12	WDJT	10/16/12	10/16/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p -1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1-----				1	\$1,500.00		0.00			
E 13	WDJT	10/17/12	10/17/12	M-F Late News M-F Late News	CM	10p-1035p --1----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----				1	\$1,600.00		0.00			
E 14	WDJT	10/17/12	10/17/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p --1----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----				1	\$400.00		0.00			
E 15	WDJT	10/17/12	10/17/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p --1----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----				1	\$1,500.00		0.00			
												Totals	15	\$17,500.00